

DAFTAR PUSTAKA

- Alfiah, S. D., & Yusiana, R. (2020). *The Influence Of Green Brand On Purchase Decision Of Bagoes Bag PT Greeneration Indonesia Bandung*. 6(2), 1216–1228.
- Alniacik, U., & Yilmaz, C. (2012). The effectiveness of green advertising: influences of claim specificity, product's environmental relevance and consumers' pro-environmental orientation. *Amfiteatru Economic Journal*, 14(31), 207-222.
- Ayu, I., Ramadhana, A., Hidayat, Z., & Irwanto, J. (2020). *Kombinasi Green Marketing dan Green Product terhadap Keputusan Pembelian Tupperware (Studi Kasus pada Persit Kodim 0821 Lumajang)*. 42–47.
- Banerjee, S., Gulas, C. S., & Iyer, E. (1995). Shades of green: A multidimensional analysis of environmental advertising. *Journal of Advertising*, 24(2), 21–31. <https://doi.org/10.1080/00913367.1995.10673473>
- Barbarossa, C., & Pastore, A. (2015). Why environmentally conscious do not purchase green products: A cognitive mapping approach. *Qualitative Market Researche*, 18(2), 188-209.
- Biswas, A. and Roy, M. (2015), “Green products: an exploratory study on the consumer behaviour in emerging economies of the east”, *Journal of Cleaner Production*, Vol. 87, pp. 463-468.
- Braimah, M & Twenebiah-Koduah, E.Y. (2011). “An Exploratory Study of the Impact of Green Brand Awareness on Consumer Purchase Decisions in Ghana”. *Journal of Marketing Development aand Competitiveness* (Volume 5 Nomer 7).
- Chekima, B., Igau, S.A.W.S.K.W.O.A. and Chekima, S. (2015), “Determinant factors of consumers’ green purchase intention: the moderating role of environmental advertising”, *Asian Social Science*, Vol. 11 No. 10, pp. 318-329.
- Chen. T.B & Chai. L.T., 2010. Attitude towards the Environment and Green Products: Consumers’ Perspective. *Management Science and Engineering*, Vol 4, No 2, pp.27-39
- Chen YS. 2010. *The drivers of green brand equity: green brand image, green satisfaction, and green trust*. *Journal of Business Ethics* 93(2): 307–319
- D'Souza, C., Taghian, M., Lamb, P., & Peretiatkos, R. (2006). Green products and

corporate strategy: an empirical investigation. *Society and business review*.

Dahlstrom, Robert. (2011). *Green Marketing Management*. USA:South-Western Cengage Learning.

Ferdinand, A. 2014. *Metode Penelitian Manajemen Edisi 5*. Semarang: Badan Penerbit Universitas Diponegoro.

Franzen, A. and Meyer, R. (2010), “*Environmental attitudes in cross-national perspective: a multilevel analysis of the ISSP 1993 and 2000*”, *European Sociological Review*, Vol. 26 No. 2, pp. 219-234.

Gadenne, D., Sharma, B., Kerr, D. and Smith, T. (2011), “*The influence of consumers’ environmental beliefs and attitudes on energy saving behaviour*”, *Energy Policy*, Vol. 39 No. 12, pp. 7684-7694

Ghozali, Imam.2006.*Aplikasi Analisis Multivariate dengan program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, Imam. 2013. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi*. Edisi 7. Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, Imam: 2016. *Aplikasi Analisis Multivariate*. 2016 Semarang: Badan Penerbit Universitas Diponegoro

Govender, J. P., & Govender, T. L. (2016). *The influence of green marketing on consumer purchase behavior*. *Environmental Economics*, (7, Iss. 2), 77-85.

Grier, S.A. and Deshpande, R. (2001), “*Social dimensions of consumer distinctiveness: the influence of social status on group identity and advertising persuasion*”, *Journal of Marketing Research*, Vol. 38 No. 2, pp. 216-224.

Gurau, C. and Ranchhod, A. (2005), “*International green marketing: a comparative study of British and Romanian firms*”, *International Marketing Review*, Vol. 22 No. 5, pp. 547-561

Han, H., Hsu, L. and Sheu, C. (2010), “*Application of the theory of planned behaviour to green hotel choice: testing the effect of environmental friendly activities*”, *Tourism Management*, Vol. 31 No. 3, pp. 325-334

Hartmann, P., & Ib áñez, V.A. (2006). *Green Value Added. Marketing Intelligence & Planning*, 24(7): 673-680.

Hikmatunnisa, H., Purwanti, R. S., & Setiawan, I. (2020). Pengaruh Green

Product dan Green Advertising Terhadap Keputusan Pembelian (Suatu Studi pada Pembeli Yang Menghuni Perumahan Garden City Ciamis). *Business Management and Entrepreneurship Journal*, 2(3), 130-140.

Joshi, Y. and Rahman, Z. (2015), “*Factors affecting green purchase behaviour and future research directions*”, *International Strategic Management Review*, Vol. 3 Nos 1/2, pp. 128-143, available at: <https://doi.org/10.1016/j.ism.2015.04.001>

Karna, J., & Juslin, H., 2001. Green Advertising: Greenwash or a True Reflection of Marketing Strategies?. *University of Helsinki Finland*. GMI 33, PP. 59-70.

Keller, Kevin Lane. (1993). "Conceptualizing, Measuring and Managing Customer Based Brand Equity". *Journal of Marketing* (Volume 57 Nomer 1).

Khare, A. (2015), “Antecedents to green buying behaviour: a study on consumers in an emerging economy”, *Marketing Intelligence & Planning*, Vol. 33 No. 3, pp. 309-329

Kolter, P., & Amstrong, G. 2018. *Principles of Marketing, 17th Editiont. Pearson Education Limited.*

Khoiruman; Purba, S. D. A. (2020). Pengaruh Green Product, Green Price, dan Green Advertising Terhadap Keputusan Pembelian Produk Essential Oil Di Rumah Atsiri Indonesia. *Journal Of Business And Management*, 7(1), 46–54. <https://e-journal.stie-aub.ac.id/index.php/kelola/article/view/645>

Kumar, P. and Ghodeswar, B.M. (2015), “*Factors affecting consumers’ green product purchase decisions*”, *Marketing Intelligence & Planning*, Vol. 33 No. 3, pp. 330-347

Kumar, N. and Kapoor, S. (2017), “Do labels influence purchase decisions of food products? Study of young consumers of an emerging market”, *British Food Journal*, Vol. 119 No. 2, pp. 218-229, available at: <https://doi.org/10.1108/BFJ-06-2016-0249>

Lai, C.K.M. and Cheng, E.W.L. (2016), “*Green purchase behavior of undergraduate students in Hong Kong*”, *The Social Science Journal*, Vol. 53 No. 1, pp. 67-76

Laroche, M., Bergeron, J. and Barbaro-Forleo, G. (2001), “*Targeting consumers who are willing to pay more for environmentally friendly products*”, *The Journal of Consumer Marketing*, Vol. 18 No. 6, pp. 503-520

Lee, Monle & Carla Johnson. 2007. *Prinsip-prinsip Periklanan Dalam Perspektif Global*. Alih Bahasa Haris Munandar dan Dudi Pristna. Jakarta: Kencana

Prenada Media.

- Lee J, Park DH, Han I. 2011. *The different effects of online consumer reviews on consumers' purchase intentions depending on trust in online shopping malls: an advertising perspective*. *Internet Research* 21(2): 187–206
- Liu, X., Wang, C., Shishime, T. and Fujitsuka, T. (2012), "Sustainable consumption: green purchasing behaviours of urban residents in China", *Sustainable Development*, Vol. 20 No. 4, pp. 293-308
- Maniatis, P. (2016), "Investigating factors influencing consumer decision-making while choosing green products", *Journal of Cleaner Production*, Vol. 132, pp. 215-228
- Matthes J, Wonneberger A. 2014. *The skeptical green consumer revisited: testing the relationship between green consumerism and skepticism toward advertising*. *Journal of Advertising* 43(2): 115–127
- Mauliza, P. (2020). *Pengaruh green product, green advertising dan green brand terhadap keputusan pembelian konsumen produk tupperware di smkn beureunuen putri mauliza universitas battuta*. 4(3), 189–197.
- Mourad, M., & Ahmed, Y. S. E. (2012). Perception of green brand in an emerging innovative market. *European Journal of Innovation Management*, 15(4), 514–537. <https://doi.org/10.1108/14601061211272402>
- Okadiani, N. L. B., Mitariani, N. W. E., & Imbayani, I. G. A. (2019). Green Product, Social Media Marketing and Its Influence on Purchasing Decisions. *International Journal of Applied Business and International Management*, 4(3), 69-74.
- Oliver, J.D. and Lee, S. (2010), "Hybrid car purchase intentions: a cross-cultural analysis", *Journal of Consumer Marketing*, Vol. 27 No. 2, pp. 96-103
- Pamungkas, G. I., Prasodjo, A., & Indraningrat, k. (2015). Pengaruh Grren Product dan Green Advertising Terhadap Keputusan Pembelian Lampu LED Philips di Jember. *Artikel Ilmiah Mahasiswa*.
- Purwanti, R. S., Setiawan, I., Ekonomi, F., Galuh, U., Pengaruh, B., Advertising, G., & Determinasi, K. (2020). *Pengaruh Green Product Dan Green Advertising*. 2(September), 130–140.
- Praharjo, A., Suharyono, & Wilopo. (2011). *Pengaruh Green Advertising Terhadap Persepsi Tentang Green Brand Dan Keputusan Pembelian*. X, 1–9.
- Ridwan, M. (2017). *Pengaruh Green Product, Green Advertising Dan Green*

Brand Terhadap Keputusan Pembelian (Survei pada Mahasiswa Jurusan Ilmu Administrasi Bisnis Angkatan 2013/2014 dan 2014/2015 Fakultas Ilmu Administrasi Universitas Brawijaya Konsumen Air Minum Kemasan Merek ADES) (Doctoral dissertation, Universitas Brawijaya).

Royne MB, Martinez J, Oakley J, Fox AK. 2012. *The effectiveness of benefit type and price endings in green advertising*. Journal of Advertising 41 (4): 85–102.

Schiffman, Leon G. dan Leslie Lazar Kanuk. (2007). *Perilaku Konsumen*. Jakarta:Indeks.

Shaputra, R. K. (2013). Penerapan Green Marketing Pada Bisnis Produk Kosmetik. *Jurnal JIBEKA*, 7(Green Marketing), 7.

Shimp, Terebce A. 2001. *Periklanan Promosi dan Aspek Tambahan Kominkasi Pemasaran Terpadu*. Alih Bahasa Revyani Sjahrial. Jilid 1, Edisi Kelima.Jakarta: Erlangga.

Simamora, Henry. (2002). *Akuntansi Basis Pengambilan Keputusan Bisnis*. Jakarta: Selemba Empat.

Stanton, William J. 2005. *Prinsip Pemasaran*. Alih Bahasa Yohanes Lamarto. Cetakan Ketujuh, jilid Pertama, Jakarta: Erlangga.

Sugiyono. 2013. *Metode Penelitian Manajemen, Kuantitatif, Kualitatif, Kombinasi, tindakan kelas dan evaluasi*. Bandung: Alfabeta.

Sugiyono. 2011. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.

Sunjoyo, S. R., Carolina, V., Magdalena, M., & Kurniawan, A. (2013). Aplikasi SPSS untuk SMART Riset (Program IBM Spss 21). penerbit Alfabeta.

Tan, C. N. L., Ojo, A. O., & Thurasamy, R. (2019). Determinants of green product buying decision among young consumers in Malaysia. *Young Consumers*.

Tjiptono, Fandy. 2008. *Strategi Pemasaran*, Edisi Ketiga. Yogyakarta: Andi

Tseng, S.-C. and Hung, S.-W. (2013), “A framework identifying the gaps between customers’ expectations and their perceptions in green products”, *Journal of Cleaner Production*, Vol. 59, pp. 174-184

Utami, D. (2020). Pengaruh Green Marketing Terhadap Keputusan Pembelian Produk (Studi Pada Konsumen Klinik Kecantikan X Di Bogor). *Jurnal*

PASTI, 14(1), 86–95. <https://doi.org/10.22441/pasti.2020.v14i1.009>

Wahab, S. (2018). Sustaining the Environment Through Green Marketing. *Review of Integrative Business and Economics Research*, 7(2), 71–77.

Waskito, J. (2015). *The 2 nd University Research Coloquium 2015 ISSN 2407-9189 Upaya Meningkatkan Niat Pembelian Produk Ramah FEB UMS Jl A . Yani Tromol POS 1 Pabelan Kartasura The 2 nd University Research Coloquium 2015 ISSN 2407-9189.*

Waskito, J., & Witono, B. (2016). Model Meningkatkan Niat Beli Produk Hijau: Sebuah Pendekatan Strategik. *Jurnal Ekonomi Dan Bisnis*, 17(3), 1. <https://doi.org/10.24914/jeb.v17i3.284>

Widodo, S. (2020). Pengaruh Green Product Dan Green Marketing Terhadap Keputusan Pembelian Produk Elektronik Merk Sharp Di Electronic City Cipinang Indah Mall Jakarta Timur. *Jurnal Ilmiah M-Progress*, 10(1), 23–34.

Zinkhan, G. M., & Carlson, L. (1995). Green advertising and the reluctant consumer. *Journal of Advertising*, 24(2), 1–6. <https://doi.org/10.1080/00913367.1995.10673471>

<http://www.tribunnews.com/lifestyle/2013/06/25/teh-kotak-go-green-dengan-kemasan-bersertifikat-fsc/> diakses pada tanggal 10 Maret 2021.

www.ultrajaya.co.id/uhtteadrink/tehkotakjasminetea/?ver=ind/ diakses pada tanggal 10 Maret 2021.